

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<b>Contract / Revision</b> 832276 /		<b>Alt Order #</b>
<b>Product</b> Early TV Buy General Elect, 2012		
<b>Contract Dates</b> 10/08/12 - 10/14/12		<b>Estimate #</b> 390
<b>Advertiser</b> Republican Senate Campaign Committee		<b>Original Date / Revision</b> 10/04/12 / 10/04/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Midwest Communications**  
 49 South grant Avenue  
 Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/08/12	10/12/12	Action News at 5a	5-6a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 2	WOIO	10/08/12	10/12/12	Action News at 6a	6-7a		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 3	WOIO	10/08/12	10/12/12	The Early Show	7-9a		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$100.00			
N 4	WOIO	10/08/12	10/12/12	M-F 9-10a	9-10a		:30			NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$75.00			
N 5	WOIO	10/08/12	10/12/12	Syndicated Barter	3-4p		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$200.00			
N 6	WOIO	10/08/12	10/12/12	Action News at 4p	4-5p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$500.00			
N 7	WOIO	10/08/12	10/12/12	Action News at 6p	6-630p		:30			NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$2,500.00			
N 8	WOIO	10/08/12	10/12/12	David Letterman	1135p-1238a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	MTWTF--				5	\$500.00			
N 9	WOIO	10/13/12	10/13/12	Sat Early Show	9-11a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				2	\$175.00			
N 10	WOIO	10/14/12	10/14/12	Sun Action News at 7a	7-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S				1	\$150.00			
N 11	WOIO	10/08/12	10/12/12	Action News at 5p	5-6p		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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 1717 East 12th Street  
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<u>Contract / Revision</u> 832276 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/14/12	<u>Product</u> Early TV Buy General El	<u>Estimate #</u> 390
<u>Advertiser</u> Republican Senate Camp		<u>Original Date / Revision</u> 10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$1,500.00			
Totals											48	\$28,875.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	48	\$28,875.00	\$24,543.75
<b>Totals</b>	48	\$28,875.00	\$24,543.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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832276

Client: Republican Senate Campaign Committee, 2012  
 Product:  
 Campaign: Early TV Buy General Elect, 2012

**Station Order**

Midwest Communications & Media  
 7720 Benson Road  
 Carroll, OH 43112  
 614/440-4449

Rev #: 6

Flight From: 09/10/2012 to 10/21/2012

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Bob Clegg  
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)  
 Station: WOIO  
 Station Contact: Renee Morley

Actg. Order No.: 390  
 WS Order No.: 10510  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Oct 08	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
15 4	MTWTF--	EM	CBS 19 NWS AM	\$150.00	5	5	1.1	0.7	0.4
	05:00A-06:00A	30		\$750.00			\$136.36	\$214.29	\$375.00
16 6	MTWTF--	EM	CBS 19 NWS AM	\$150.00	5	5	1.1	0.8	0.4
	06:00A-07:00A	30		\$750.00			\$136.36	\$187.50	\$375.00
17 6	MTWTF--	EM	EARLY SHOW	\$100.00	5	5	0.9	0.7	0.3
	07:00A-09:00A	30		\$500.00			\$111.11	\$142.86	\$333.33
18 8	MTWTF--	DT	AMERICA NOW	\$75.00	5	5	1.8	1.4	0.5
	09:00A-10:00A	30		\$375.00			\$41.67	\$53.57	\$150.00
19 8	MTWTF--	DT	ANDERSONCOOPER	\$200.00	5	5	0.7	0.5	0.4
	03:00P-04:00P	30		\$1,000.00			\$285.71	\$400.00	\$500.00
20 4	MTWTF--	EN	NEWS AT 4	\$500.00	5	5	2.7	2.0	1.0
	04:00P-05:00P	30		\$2,500.00			\$185.19	\$250.00	\$500.00
21 2	MTWTF--	EN	HOMTM19 NWS-6P	\$2,500.00	5	5	3.3	2.7	1.3
	06:00P-06:30P	30		\$12,500.00			\$757.58	\$925.93	\$1,923.08
22 4	MTWTF--	LF	LETTERMAN	\$500.00	5	5	2.2	1.6	1.0
	11:35P-12:35A	30		\$2,500.00			\$227.27	\$312.50	\$500.00
23 6	---S-	WE	CBS NWS SAT	\$175.00	2	2	1.2	0.9	0.2
	09:00A-11:00A	30		\$350.00			\$145.83	\$194.44	\$875.00
24 8	---S	WE	ACT NWS SU MRN	\$150.00	1	1	0.5	0.4	0.3
	07:00A-09:00A	30		\$150.00			\$300.00	\$375.00	\$500.00
25 2	MTWTF--	EN	NEWS AT 5	\$1,500.00	5	5	3.2	2.5	1.3
	05:00P-06:00P	30		\$7,500.00			\$468.75	\$600.00	\$1,153.85
				\$28,875.00	48	48			

87.9

## Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	48	87.9	\$28,875.00	\$328.50
	48	87.9	\$28,875.00	\$328.50

Comments

Campaign Remarks:  
 Paid for by:

RSCC

By: \_\_\_\_\_